



Brand Management - Junior Assistant Brand Manager

Entry Management Positions in Germany (m/f)

We look for engaged leaders who have the capacity to cope with the short term issues, while still keeping the end vision well ahead of them. We look for curious individuals who are able to make complex decisions using all the data available but comfortable enough to use their gut feeling and instinct when these are missing. Finally we look for people able to work with a very diverse group with different professional and cultural backgrounds, turning them into an effective and powerful team.

You will begin your career as a **Junior Assistant Brand Manager** on a brand group. You will lead a brand's strategic choices and vision, product and commercial innovations, and marketing elements across all media, while collaborating with multi-function teams and agency partners. From the first day, you will be given immediate responsibility and be expected to build your part of the business as if it were your own. During the first 12 to 18 months, you will be responsible for developing a marketing plan to identify specific marketing tactics. You will use your plan to build on consumer, shopper and customer insights to deliver overall business objectives and strategies. Within the Brand Management function you might join P&G in one of our country operations, the SMO (**Sales and Market Operations**) working in one of three teams:

- an operations team for a specific Brand or a Category
- a communications team, with responsibilities for many categories on a specific marketing touch point (Digital, in-store, Media etc.)
- a sales team developing marketing plans across categories for a specific Customer

Qualifications

- top talents (Master, Diploma, Bachelor degree) coupled with Brand Management interest/passion
- Evidence of passion and achievements in academic and/or non academic activities
- Short work experience, internships and studies abroad are considered as a plus
- Leadership / self-starting capabilities, collaboration skills, creativity and strategic analysis
- Good command of the English and German language.

Further information for your application

<https://pg.taleo.net/careersection/10000/jobdetail.ftl?job=BRM00000161>